

FENNVILLE DOWNTOWN DEVELOPMENT AUTHORITY

February 4, 2009 Minutes

Call to Order/Roll Call - The regularly scheduled monthly meeting of the Fennville DDA was held at Fennville City Hall on Wednesday, February 4, 2009. The meeting was called to order by Vice Chairman Mark Schrock at 7:00 p.m.

Members Present: Amy Cook, Al LaShell, Dan Rastall, Claude Rummer, Mark Schrock, and Steve Valkema

Members Absent: Elice Menear, Tony Morgan, Margee Overhiser

Others Present:

The Pledge of Allegiance was recited.

Public Comments –

Secretary's Report - The minutes of the January 7, 2009 meeting were presented to the board for review.

Motion: To approve the January 7, 2009 meeting minutes as presented.

Made by: C. Rummer

Supported by: S. Valkema

Results: Motion carried.

Treasurer's Report – Sheaffer reported the cash balance as of 01/31/2009 was \$103,518.08. Expenses paid in January were wages, postage for music survey and newsletters, advertisements in the County Visitors' Guide, loan interest, festival decorations, graphic design and postcard printing, and renewal of the domain name for the web site. Sheaffer also reported that in order to be included in this year's edition of the Michigan Farm Marketing & Agri-Tourism Association directory the \$100 membership fee and application had to be submitted by January 31st. Menear and Morgan had pre-approved this expense. One invoice, from Penny Edmison for reimbursement of supplies used to decorate the downtown art sculpture in the amount of \$50, was submitted for payment.

Motion: To approve the payment of the invoice as presented.

Made by: A. Cook

Supported by: D. Rastall

Results: Motion carried.

Communications

- A. Boy Scouts Troop 2 – The Boy Scouts sent a Certificate of Appreciation and a tin of caramel corn to the DDA for allowing it to use the vacant property to sell Christmas trees.
- B. Capital Gains
- C. Land Policy Institute
- D. MML Legislative Link
- E. 7th Annual West Michigan Alliance Program – The conference is being held in Grand Rapids on March 3, 2009.

Motion: To send Amy Cook, Lisa Sheaffer, Al LaShell and Steve Valkema to the 7th Annual West Michigan Alliance Program.

Made by: D. Rastall

Supported by: M. Schrock

Results: Motion carried.

Old Business

New Business

- A. DDA Coordinator – Schrock discussed the need to give title to Sheaffer's work for the DDA. She works on DDA matters on an average of 8 hours a week. Sheaffer presented a rough draft of a job description. The position coordinates the work

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between the DDA board and its sub-committees, serves as the recording secretary, and is the contact person for the DDA.

Motion: To appoint Lisa Sheaffer as the DDA Coordinator.

Made by: D. Rastall Supported by: M. Schrock

Results: Motion carried.

- B. Vacant Board Position – Sheaffer received unofficial word that Margee Overhiser will be submitting her resignation. Sheaffer asked the members to consider a replacement for Overhiser.

Committee Reports

- A. Economic Restructuring – The committee is currently working on a frequent buyer program for downtown businesses. It hopes to collaborate with the Chamber on this project.

The Fennville Winterlude is on February 14th. Cook reported there have been articles in the Local Observer as well as the Holland Sentinel regarding the festival. The festival will begin planning for the Cinco de Mayo festival, which will be held the weekend of May 2nd, immediately after Winterlude.

- B. Organization – Sheaffer and Valkema reported the committee held an additional meeting in order to review the Tax Increment Financing plan. A list of projects will be given to each committee to develop budgets and completion timelines.
- C. Physical Elements – Rummer reported Cook and Schrock had drawn a new development concept for the vacant property on Main Street. Cook presented the new design, which makes the downtown more attractive and pedestrian-friendly. There will be a central pavilion with parking and green space in which to hold the farmers' market, future ice rink and other community events. The corner lot will have a smaller building, possibly to be used as a business incubator. The southwest portion of the property has been split to also allow a small building and additional parking. The west portion of the property will contain a larger building for retail/residential mix. The next steps are to determine costs of building the pavilion. The board accepted the new concept for re-development.
- D. Promotion – Sheaffer reported the committee is working on developing the graphic standards for the logo and a marketing plan. All of the downtown art sculptures are now completed. LaShell will photograph them for the web site and project promotion.

Miscellaneous – Rastall reported issues regarding the City Commission meeting, which involved the Su Casa parking lot, Fennville Recycling, and banners over M-89.

Adjournment - The meeting was adjourned at 8:32 p.m. with the next regular meeting to be held on March 4th at 7:00 p.m.

(Minutes submitted by Lisa A. Sheaffer)